

Anger of the Lamb press

Listen Closely (As it appears in the January 4th, 2002 edition of the Bergen Record's "Go" tabloid)

Promoting Local Talent, including his own
By BARRY GRAMLICH: Staff Writer

Brian Snell has a message for North Jersey nightclub owners: Give your patrons a little more credit. Disenchanted with management's propensity for hiring DJs to spin top forty tunes and booking tribute bands to entice clubgoers through their doors, Snell has embarked on a mission to garner exposure for North Jersey's original bands beyond the usual basement bashes, garage gatherings, and backyard barbecues. And while he's at it, the Bogota resident is hoping his own original band, Anger of the Lamb, benefits from the bimonthly showcases he promotes at Bogota VFW Post 5561. "This all came about because of my general frustration and little respect bands get around here," says Snell, Anger of the Lamb's lead vocalist. "These club owners don't understand that not all of their customers want to come and dance to music that's on the radio."

Listen closely



Snell, 24, handpicks four bands to perform at a five hour show that he energetically promotes on the internet (<http://www.angerofthelamb.com>) and advertises through fliers and word of mouth. His previous efforts on Sept. 29, titled "Unity through Music," attracted 180 people and raised \$2,200 for victims of the World Trade Center tragedy. The rest of the money covered expense, which can run high for a well-organized production. "You've got to set up a stage with risers, sound system, lighting, and hire security," Snell says. "These are legitimate productions, as legit as you'll see in this area."

"I have a strong business background with a pharmaceutical company and was responsible for a lot of people. I am used to being a boss. I've since given up my day job to broaden my musical horizons, and to help other bands."

The next showcase, called "Revolution 2002" is scheduled for 7pm Saturday at the VFW Post. Bogota based Anger of the Lamb will perform with Wallington/Lodi based Tober, Sixty Miles Down, a side project of Anger of the Lamb's other members; and Child, a veteran original act also based in Bogota.

"I won't showcase anyone without talent," Snell says. "We don't put anyone onstage who doesn't warrant being onstage."

Since leaving the business world, Snell has written, recorded, produced, and designed the art for his first solo CD, the electro-industrial "Introvert," pressing all the buttons in his home studio. ("Just me and the use of technology," Snell says.) Now his former jamming buddies, John Mosco of Ridgefield Park (drums), Andy Hurtt of Bergenfield (rhythm guitar), Steve "Goober" Smera of Ridgefield (bass), and Pete Dobrzanski of Glen Rock (lead guitar) have become today's Anger of the Lamb. The band recently opened for NuMetal veteran Type O Negative at L'amour in Brooklyn and plans to release its first album in the spring.

"It's electro-alternative," Snell says of Lamb's sound. "It basically translates into rock and is much more guitar driven now that I have these guys around. They've opened up a lot of things for me. We're calling the new CD "Extrovert," the exact opposite of the solo project."

Snell points out the shows do not cater to an over 21-crowd and encourages teenagers to attend the shows. "We don't ignore younger people," he says. "Sixteen to 20 are the ages people really start connecting with music. I think people are fed up with seeing cover bands. If someone has to spread the word about the fine original music coming out of New Jersey, it ought to be me."

